RJ Reynolds Tobacco Company

Date 7/8/98

Winston $1 Off 2 Packs

To:	RJR Acct. #: 761406
	Klein Candy (N. Dressler) 100 W End Rd, Wilkes Barre
CC:	
CC:	

From:	Jim McLean
Voice Mail	1-800-757-8255 Ext: #
Fax:	717-823-9670
CC:	
CC:	

Partners Promotion Reporting:	WIN_JUL_$1/2_PKS (Minimum 16 Characters)

UPC Code	Brand Style	Brand Description	# Cases	# Ctns. to pack in each display
25379	WINSTON BOX		7	1
25380	WINSTON LT BOX		14	2
25381	WINSTON U.L. BOX		7	1

Should you require technical assistance relative to the format required using these promotion/brand descriptions on your weekly tape/disc submissions, contact the Partners help Desk at 1-800-230-9732.

Tactical Promotion Information:

Deliver to Retail Week of:		Product/Premium arrival date:	
EFT amount (Promotional Prod.)		EFT amount (Live Product)	
P. O. # (Promotional Product)		P. O. # (Live Product)	
P. O. # (Display Shippers)		Promotional UPC: 12300-24689	
# Display Shippers from list	203	Retail offers per display	20
Extra Display Shippers	7	Retail Billing per display	4 Cartons @ $5.00 Off
# Retail Stores in Promotion		VAP Pack/Ship payment	$392.00
Category II monthly potential:		Bonus if 90% of product is shipped by:	
For Vikisha			

Promotion Description:

Consumer Offer: Buy 2 Packs of Winston, get $1 off.
Load display with 10 offers Winston Lt Box, 5 offers Winston U.L. Box, 5 offers Winston Box.

Partners Program requirements:

- **Displays must be shipped to retail the week of:**
- **Pack & Deliver each promotion to at least 90% of accounts on attached list within 3 weeks**
- **Must properly report promotion and brand descriptions on tape/disc submissions**
- **Return attached list with refusals to Jim McLean within 4 weeks after delivery date**

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Source: https://www.industrydocuments.ucsf.edu/docs/lkvp0000